The Carter-Reagan debate □ Tangled web of world's media politics □ Warner wins in Dallas

Broadcasting Nov 3

The News Magazine of the Fifth Estate □ Established 1931 Our 50th Year □ 1980

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ARBITRON TELEVISION Top 25 PROGRAMS

Market: Minneapolis-St. Paul Survey: July 9–August 5, 1980

Rank	Program	Metro Rating
1.	**Eyewitness News** (Wed. 10PM)	34
2.	60 Minutes	28
3.	**Eyewitness News** (Tues. 10PM)	27
4.	**Eyewitness News** (Sun. 10PM)	26
6.	**Eyewitness News** (Thurs. 10PM)	26
	Eyewitness News (Sat. 10PM)	24
8.	**Eyewitness News** (Fri. 10PM)	24
	Eyewitness News (Mon. 10PM)	23
10.	Fantasy Island	
11.		

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The First 50 Years Of Broadcasting

The Week in Brief

TOP OF THE WEEK

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1934

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PROFILE

CONSERVATIVE, BUT CONFIDENT ☐ John Malone is not given to blue-sky predictions about cable's future. Rather, as president of Tele-Communications Inc., he feels CATV will go through cycles of growth and consolidation. **PAGE 105.**

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During the last two days of its coverage—today (Nov. 3) and tomorrow—C-SPAN planned to fill the afternoons with more talk show discussion. As of last week, the only guest scheduled was Alfred Kahn, President Carter's inflation fighter.

Despite the heavy line-up of talk shows, the bulk of the programing has been speeches—in full, and when possible, live. Most of the speeches get multiple airings and most were videotaped by C-SPAN's own ENG crew. Coverage of about a quarter of the speeches was done under contract to independent producers—as was the case with a Walter Mondale speech in San Diego and a Reagan speech in Los Angeles—or picked up from one of the three news organizations with which C-SPAN has reciprocity agreements: Cable News Network, Independent Television News Association and Independent Network News. Also, Lamb said C-SPAN was able to buy a tape of a Reagan speech in Jacksonville, Fla., from a local television station "for practically nothing."

As far as Lamb is concerned, the most exciting thing C-SPAN has done so far "in terms of television" is the taping of three hours of the *Larry King Show*, Mutual Broadcasting System's late night talk show. The tape was tied to C-SPAN's election theme by the show's guest, Mark Russell, a Washington political satirist.

Another of C-SPAN's special events was three hours in the life of the *Washington Star*. On Oct. 27, C-SPAN went into the *Star's* newsroom and sat in on editorial meetings, peered over the shoulder of Pat Oliphant, the political cartoonist, as he worked, and recorded interviews with Executive Editor Sid Epstein and other reporters and editors.

Helped by numerous reruns, Lamb has been able to fill his television days (which have been running about five hours) with a diverse line-up of programing, some of which even Lamb admits has been "drab and dull." But that doesn't disturb Lamb. In fact, he sees it as a virtue. Television, he says, has developed into a "hyper medium" that tries to inject excitement into everything. Part of C-SPAN's mission, Lamb said, "is to show that [politics] isn't always exciting." Characterizing the political events that C-SPAN has covered, Lamb said, "Some have turned out to be super television, some have turned out to be dull."

Lamb's programing efforts have been made more difficult by the general uncooperativeness of the candidates' campaign staffs and by that omnipresent gremlin, the federal bureaucracy. Carter and Reagan have been reluctant to supply people for the talk shows, Lamb said. The Anderson camp has been better, he said, but "we've really had to hustle after them." Lamb attributes the reluctance to the issues being discussed. He said he knows "definitely" that Carter's campaign avoided following Falwell, because of the political volatility of the religious theme.

C-SPAN's coverage has brought it some kudos. *Washington Post* television critic Tom Shales, speaking on ABC's *Nightline* last week, slammed the network television for its tendency "to turn campaigns into Kentucky Derbys, candidates into cartoon characters and elections into game shows" and then said "the best political coverage may have been on something called C-SPAN." He said its special campaign coverage "lets you see political speeches and rallies without the overly interpretative translation of the national news people."

Jeff Greenfield, CBS's television critic, appearing on the network's morning news a couple weeks ago, said the C-SPAN coverage illustrates what cable television can mean to the "information-hungry American." He said most television viewers "never have a chance to see and hear any political coverage other than the inherently truncated versions shown in newscasts." Cable television, he said, "may be the only way we'll find out what a campaign is all about."

There are, including Lamb, just six permanent members of the C-SPAN team. To carry the extraordinary load of the month, 11 temporary people, mostly technicians, have been hired. Gail Picker was hired for the month as senior producer; Brian Lockman is technical director.

C-SPAN's election coverage is not an entirely new experience for the network. It has been taping speeches at the National Press Club since January and has been producing "Close-Up" seminars in which high school students ask questions of Washington officials and media types. But the month-long coverage has applied that original programing experience on a grand scale.

And it has been what Lamb has envisioned C-SPAN could be since its inception 18 months ago—a vehicle for the telecast of news, primarily political news, in its entirety without the benefits and detriments of editing and reporter commentary.

Ratings Roundup

Buoyed by record-breaking viewership for the final game of the World Series (BROADCASTING, Oct. 27) and a solid following for a Sophia Loren made-for-TV movie, NBC-TV continued its winning ways for the week ended Oct. 26. With a two-rating-point lead over its closest competitor, NBC scored a 19.7 rating and 32 share to CBS-TV's 17.6/28 and ABC-TV's 17.1/28.

The First 20

Rank	Program	Network	Rating/Share
1	World Series (game six)	NBC	40.0/60
2	World Series (pre-game six)	NBC	27.4/43
3	*60 Minutes*	CBS	26.4/41
4	*Dallas*	CBS	25.8/46
5	*Love Boat* (premiere)	ABC	24.7/41
6	*Real People*	NBC	24.0/38
7	*Big Event*: Sophia Loren: Her Own Story	NBC	22.8/36
8	*NFL Monday Night Football*	ABC	22.7/39
9	*Dukes of Hazzard*	CBS	21.7/35
10	*The Last Song* (movie)	CBS	21.6/37
11	*Life's a Circus, Charlie Brown*	CBS	21.4/36
12	*It's the Great Pumpkin, Charlie Brown*	CBS	21.2/35
13	*That's Incredible*	ABC	21.1/32
14	*Fantasy Island* (premiere)	ABC	20.5/37
15	*Little House on the Prairie*	NBC	20.0/30
16	*Pleasure Palace* (movie)	CBS	19.9/33
17	*A Cry for Love*	NBC	19.8/31
18	*Father Figure*	CBS	19.2/29
19	*Nashville Palace*	ABC	19.0/33
20	*Games People Play*	NBC	18.9/32

The Final Five

57	*CBS Reports: The Saudis*	CBS	7.9/12
56	*NBC Magazine*	NBC	8.2/15
55	*First Time, Second Time*	CBS	10.6/20
54	*Angie*	ABC	10.8/18
53	*Paradise Alley*	NBC	11.6/20
	Mork & Mindy	ABC	11.6/20

PlayBack

Signing up. Enterprise Radio, all-sports network scheduled to go on air Jan. 1, has announced Viacom stations as first affiliates. WWRL-AM-WKHK(FM) New York (WKHK was formerly WRVR), KDIA(AM) San Francisco, WMZQ(FM) Washington, KIKK-AM-FM Houston, and WDIA-AM-WQUD(FM) Memphis will carry 48 daily sports updates, 20 two-minute weekly features and three hours per day of all-night sports talk show. New address for ER, which moved from Farmington to Avon, in Connecticut is: P.O. Box 796, 40 Darling Dr., (06001).

□

Honored. CBS Radio has presented Gold Mike Awards to WHBU(AM) Anderson, Ind.; KARZ(AM) Phoenix; KIFW(AM) Sitka, Alaska, and WWPA(AM) Williamsport, Pa. CBS presents awards to stations attaining 30 years' affiliation. Network now claims total of 375 affiliates, 49 of them added since last April, and 65 30-year members.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist*: (1) ***Woman In Love*** by Barbra Streisand on Columbia; (2) ***Lady*** by Kenny Rogers on United Artists; (3) ***He's So Shy*** by the Pointer Sisters on Planet; (4) ***Real Love*** by the Doobie Brothers on Warner Brothers; (5) ***Wanderer*** by Donna Summer on Warner Brothers. The top five in **country radio airplay:** (1) ***On the Road Again*** by Willie Nelson on Columbia; (2) ***If You Ever Change Your Mind*** by Crystal Gayle on Columbia; (3) ***I Believe In You*** by Don Williams on MCA; (4) ***Could I Have This Dance*** by Anne Murray on Asylum; (5) ***Lady*** by Kenny Rogers on United Artists.

corporation, with no other broadcast interests. Ann. Oct. 17.

■ Auburn, Neb.—Midway Broadcasters seeks 105.5 mhz, 3 kw, HAAT: 100 ft. Address: 7510 Farmingdale Dr., Darien, Ill. 60559. Estimated construction cost: $99,900 first quarter operating cost: $21,000; revenue: $96,000. Format: MOR. Principals: Richard E. Stites and wife, Patsy A. (50% each). Richard Stites is sales manager for Darien food manufacturers. Patsy Stites is housewife. They have no other broadcast interests. Ann. Oct. 14.

■ Sweet Home, Ore.—Sweet Home Stereo seeks 107.1 mhz, 2.8 kw, HAAT: 370 ft. Address: 8610 N.E. 169th St., Bothell, Wash. 98011. Estimated construction cost: $33,200; first quarter operating cost: $5,600; revenue: $51,400. Format: Standard/folk. Principals: Robert L. Wikstrom and Brent T. Larson (50% each). Wikstrom is manager of KXA(AM) Seattle, Wash. Larson is president and 51% owner of KOOS(FM) North Bend, Ore. and 100% owner of KUUX(FM) Nampa-Boise, Idaho. Larson sold his 50% interest in KXA (BROADCASTING, Oct. 6) and has purchased KSVL-AM-KJMC(FM) Richfield, Utah subject to FCC approval (BROADCASTING, Sept. 29). He is also applicant for new FM at Evanston, Wyo. Ann. Oct. 17.

■ Ponce, P.R.—Marsona Broadcasting Corp. seeks 101.1 mhz, 50 kw, HAAT: 90 ft. Address: Centro de Seguros Bldg., 701 Ponce de Leon Ave., Santurce, P.R. 00907. Estimated construction cost: $103,000; first quarter operating cost: $46,100. Format: Pop standard. Principals: Robert L. Bennett and Amaury Santiago Bonilla (46% each), and Alejandro L. Lugo (8%). Bennett is president and 70% owner of Santurce radio station construction, consulting, and supply company. Bonilla is 100% owner of Miramar, P.R. apartment complex. Lugo is chief engineer at WBMJ(AM) San Juan, P.R., of which Bennett and Bonilla each have 9.5% interest. Ann. Oct. 17.

■ Ponce, P.R.—Zaba Radio Corp. seeks 101.1 mhz, 50 kw, HAAT: 363 ft. Address: P.O. Box 7612, Ponce 00731. Estimated construction cost: $58,600; first quarter operating cost: $25,000; revenue: $200,000. Format: Top 40. Principals: Rene Bartolomei Santaella, Huberto Zayas Chardon, and Pedro J. Soldevilla (25% each), and Lucian Bauman and his wife, Augusta (12.5% each). Santaella is Ponce physician. Chardon is Ponce veterinarian. Soldevilla owns Hato Rey, P.R. packing company. Lucian Bauman is Washington physician. Augusta Bauman is housewife. The group is also licensee of WZBS(AM) Ponce. Ann. Oct. 14.

■ Athens, Tex.—Seven Seals Broadcasting Co. seeks 95.9 mhz, 1.6 kw. Address: P.O. Box 1318, Athens 75751. Estimated construction cost: $139,400; first quarter operating cost: $22,600. Format: Contemporary/religious. Principals: Steve Blake, William West, Tom Hoeser (33.3% each). Blake is manager of Gulf State United Telephone Co., Athens. West is design engineer at Athens manufacturing company. Hoeser is manager of Athens communications company. They have no other broadcast interests. Ann. Oct. 17.

■ Carthage, Tex.—K-106 Inc. seeks 98.9 mhz, 100 kw, HAAT: 700 ft. Address: 1725 Evangeline Dr., Vidor, Tex. 77662. Estimated construction cost: $259,000; first year operating cost: $145,000; revenue: $300,000. Format: Adult contemporary. Principal: Ken Stephens (100%). He is also 100% owner of KIOC(FM) Orange, Tex. Ann. Oct. 17.

■ Malakoff, Tex.—Henderson County Radio seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 573, Athens, Tex. 75771. Estimated construction cost: $93,000; first quarter operating cost: $15,000; revenue: $132,000. Format: CW. Principals: Kenneth R. Jones and wife, Glenda J. (100% jointly). The Joneses also own KTLR-FM Terrell, Tex. Ann. Oct. 17.

■ Whitehouse, Tex.—North American Broadcasting Co. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 4, Whitehouse 75791. Estimated construction cost: $80,500; first quarter operating cost: $11,000; revenue: $91,500 Format: Religious. Principals: Andy Jarvis, LeRoy Russell, and Gary Willingham (33.3% each). Jarvis is Whitehouse high school teacher. Russell is owner of business properties in Tyler and Jacksonville, both Texas. Willingham is owner and general manager of Tyler car dealership. Willingham is 33.3% owner of Tumbleweed Broadcasting Co., proposed assignee of KMND(AM) Midland, Tex. Ann. Oct. 17.

■ Ephrata, Wash.—Robert L. and LouGena J. Wikstrom seeks 95.9 mhz, 3 kw, HAAT: 140 ft. Address: 8610 N.E. 169th St. Bothell, Wash. 98011. Estimated construction cost: $33,100; first quarter operating cost: $5,400; revenue: $51,360. Format: Standard/folk. Principals: Robert L. Wikstrom and his wife, LouGena J. (100% jointly). Robert is general manager of KXA(AM) Seattle, Wash. LouGena is public relations director of Seattle broadcast school. Robert is 50% owner of applicant for new FM at Sweet Home, Ore. (see above). Ann. Oct. 17.

TV applications

■ Tallahassee, Fla.—Holt Robinson Television Inc. seeks ch. 40; ERP: 660 kw vis., 66 kw aur.; HAAT: 820 ft.; ant. height above ground: 747 ft. Address: P.O. Box 2078, Hattiesburg, Miss. Estimated construction cost: $1,452,000; first-quarter operating cost: $177,000. Legal counsel: M. Scott Johnson, Washington, consulting engineer: L.R. du Treil, Washington. Principal: Holt-Robinson Communications Corp. (100%). Principals of Holt-Robinson are Charles W. Holt (70%) and his wife, Connie (10%), and Robert N. Robinson (20%). Charles Holt is general manager and 51% owner of WHSY-AM-FM Hattiesburg, Miss., 70% owner of WHHY-AM-FM Montgomery, Ala., and 100% owner of WHNY(AM) McComb, Miss. He also has real estate interests in Hattiesburg. Connie Holt is 24.5% owner of WHSY-AM-FM and 10% owner of WHHY-AM-FM. Robinson is general manager and 20% owner of WHHY, and 24.5% owner of WHSY. Ann. Oct. 17.

■ Tallahassee, Fla.—JGM Inc., seeks ch. 40; ERP: 3837 kw vis., 384 kw aur.; HAAT: 402.6 ft.; ant. height above ground: 450 ft. Address: P.O. Box 386, Feeding Hills, Mass. 01030. Estimated construction cost: $2,054,000; first-quarter operating cost: $327,000; revenue: $2,380,000. Legal counsel: Martin E. Firestone, Washington; consulting engineer: John A. Fergie, Feeding Hills. Principals: John A. Fergie, George Mitchell, and Martin E. Firestone (33.3% each). All are less than 1% owners of Springfield Television Corp., licensee of WWLP(TV) Springfield, Mass., WKEE(TV) Dayton, Ohio, and parent of permittee of KSTU(TV) Salt Lake City. Fergie is Feeding Hills engineering consultant. Mitchell is general manager of WKEF(TV) Dayton. Firestone is Washington attorney and partner in petitioner for FM allocation at Freeport, Tex. Ann. Oct. 17.

■ Tallahassee, Fla.—Octagon Broadcasting Co. seeks ch. 40; ERP: 19.84 kw vis., 1.984 kw aur.; HAAT: 565 ft.; ant. height above ground: 603 ft. Address: Suite 840, 3445 Peachtree Rd., Atlanta 30326. Estimated construction cost: $165,800; first-quarter operating cost: $6,000. Legal counsel: Smith & Pepper, Washington. Principal: Agronomics Inc. (100%), Atlanta chemical brokerage company and owner of WMBB-TV Panama City, Fla. Anthony C. Kupris is president and 100% owner of Agronomics. Kupris is 80% owner of applicant for new TVs at Little Rock, Ark. and Daytona Beach, Fla. Ann. Oct. 17.

■ Saginaw, Mich.—Saginaw Communications Inc. seeks ch. 49; ERP: 1000 kw vis., 100 kw aur.; HAAT: 1,023 ft.; ant. height above ground: 1,049 ft. Address: 17700 W. McNichols, Detroit 48235. Estimated construction cost: $2,300,000; first-quarter operating cost: $54,000. Legal counsel: Lauren A. Colby, Frederick, Md.; consulting engineer: E. Harold Munn, Coldwater, Mich. Principal: Doylan Forney (100%). Forney is owner of several Detroit fast food restaurants and president of his own restaurant chain. He is also applicant for new FM at Eloy, Ariz. Ann. Oct. 17.

■ Burlington, N.C.—Carolina Christian Broadcasting Inc. seeks ch. 16; ERP: 209.4 kw vis., 20.94 kw aur.; HAAT: 506 ft.; ant. height above ground: 552 ft. Address: 3409 Rutherford Rd., Taylors, S.C. 29687. Estimated construction cost: $131,000; first-quarter operating cost: $22,000; revenue: $200,000. Legal counsel: Fisher, Wayland, Southmayd & Cooper, Washington. Principals: James H. Thompson (98.6%) and Fred E. Crain (1.4%). Thompson is owner of Taylors book printing company, where Crain is employed. Applicant is licensee of WGGS-TV Greenville, S.C.; permittee of ch. 57 Columbia, S.C., applicant for CPs for ch. 30 at Nashville and ch. 43 at Myrtle Beach, S.C. Ann. Oct. 17.

■ Oklahoma City—Satellite Broadcasting Co. seeks ch. 52; ERP: 820 kw vis., 153 kw aur.; HAAT: 340 ft.; ant. height above ground: 288 ft. Address: P.O. Box 26128, Oklahoma City 73126. Estimated construction cost: $114,500; first-quarter operating cost: $31,600; revenue: $300,000. Principals: Don J. Locke (55%) and his wife, Wanda (45%). They jointly own Oklahoma City wholesale plumbing and heating supply company. They have no other broadcast interests. Ann. Oct. 17.

■ Sherman, Tex.—2020 Broadcasting Co. seeks ch. 20; ERP: 5000 kw vis., 500 kw aur.; HAAT: 1,018 ft.; ant. height above ground: 1,057 ft. Address: 2020 South Robinson, Oklahoma City 73109. Estimated construction cost: $2,144,000; first-year operating cost: $250,000; revenue: $1,000,000. Legal counsel: Fletcher, Heald & Hildreth, Washington; consulting engineer: Willaim E. Davis, Bixby, Oklahoma. Principals: Hollis E. Roberts (25%), George B. Faulder (20%), Linda K. Allen, William E. Davis and Clifford B. Yarberry (15% each), and Charles W. Allen (10%). Charles and Linda Allen are married. Roberts is Oklahoma state representative and 50% owner of Durant, Okla. construction company. Faulder is president of C.K. Beaver & Associates, Memphis, Tenn. Linda Allen is Oklahoma City teacher. Davis is Bixby, Okla. consulting engineer. Yarberry owns Oklahoma City auto dealership and salvage company. Charles Allen is chief engineer at KAEZ(FM) Oklahoma City. William Davis has 33.3% interest in new FM Vinita, Okla. None of the others has other broadcast interests. Ann. Oct. 17.

■ Everett, Wash.—Channel 16 Inc., seeks ch. 16; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,275 ft., ant. height above ground: 299 ft. Address: 5730 Sound Ave., Everett 98203. Estimated construction cost: $979,000; first-year operating cost: $800,000; revenue: $1,500,000. Legal counsel: Richard F. Kennedy, Washington. Principals: Jon H. Marple and his wife, Mary Ann (24% each), Stanley B. McDonald (20%) and four others (10% or less each). Marples own 98% of First Pacific Broadcasting Inc., licensee of KRKO(AM) Everett. Jon Marple is former Washington, D.C. attorney. Mary Ann Marple is Snohomish, Wash. teacher. McDonald is former president of Seattle cruise ship operation firms and has interests in several Seattle business properties. Shirley K. Bartholomew, who is retired and has 27% interest in Channel 16, is only other principal besides Marples with broadcast interest. She is 2% owner of KRKO. Ann. Oct. 17.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization

**Includes off-air licenses